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FEATURES A-PLENTY FROM JOE LEVINE

Two Series, Eight Shorts Via NFB

Two series of films, each containing 12 subjects and one dealing with mental health and the other about children, as well as eight single subjects, of which five are in color, have been added recently to the National Film Board's list of shorts available

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Pie-In-The-Face For Mr. Williams

A May 14 editorial in the Kingston Whig-Standard about C. C. Williams, who was minister in charge of the Theatres and Cinematographs Act of Saskatchewan in the recently-defeated New Democratic Party regime and whose belief in rigid censorship

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23 READY FOR THEATRES; $10 MIL. FOR AD-PUB

Twenty-three of 38 films that are to be placed in release by Embassy Pictures of the USA, Joseph E. Levin's production-distribution organization, have been finished. In Canada Levine's films are released through two companies, Paramount Film Service and International Film Distributors, each of which has a different program. Twenty-one of the films will be released in the second half of 1964 and will command a merchandising budget of $10,000,000.

Levine was in Toronto last week for press, radio and TV interviews set up by Win Barron. He was here to help boost Paramount's The Carpetbaggers, which opens soon in the University, Nortown and Golden Mile, each a Famous Players

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UN's 'Teaching A Critical Approach' To Pix, TV

Newest of the *Reports and Papers on Mass Communication* issued by Unesco, No. 42, is *Screen Education*, which is about "Teaching a critical approach to cinema and television." The 99-page study, derived from the International Meeting on Film and Television Teaching at Oslo in October, 1962, is obtainable from the Queen's Printer bookstores in Canada.

The purpose of screen education, as defined, is "arousing a more discriminatory approach to the visual media." The next step in this direction could be to introduce screen education into the regular school curriculum and training teachers for the new task, states A. W. Hodgkinson, who prepared the study and is a member of the Society for Education in Films and Television, formerly the British Society of Film Teachers, which changed its name because it considered films and

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WB's 'Two On A Guillotine'

Connie Stevens, Cesar Romero and Dean Jones star in WB's Two on a Guillotine.

TV Commercials Festival Held

Canadian television seems to have gotten itself an annual grand occasion, judging by the fourth annual awards dinner of the Canadian Television Commercials Festival, which drew several hundred to the large dining hall of the recently-com-

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New Odeon Toronto Unit

The Odeon Theatres (Canada) Ltd. will operate the Odeon Albion Theatre, an 850-seat house being built by Millmink Development Ltd. as part of a new shopping centre it is erecting at the junction of Albion Road and Kipling Avenue, Toronto, to be called the Albion Shopping Mall. The chain now has 108 units.

UA To Release Eight In June-July-Aug.

United Artists will release eight major motion pictures during the three-month period of June, July and August, making this the most active summer quarter in the history of the company. Set for national release during June by UA are Pan Arts Company's The World of Henry Orient, starring Peter Sellers; the Mirisch Corporation presentation of 633 Squadron, starring Cliff Robertson and George Chakiris; and Schenck-Koch Productions' For Those Who Thinking Young, starring James Darren, Pamela Tiffin, Paul Lynde and Woody Woodbury. That same month, Lopert Pictures, a UA subsidiary, will be distributing That Man From Rio,

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MGM's 'The Young Lovers'

MGM will distribute Tigertail Productions' The Young Lovers, which stars Peter Fonda and Sharon Hugueny.

Nova Scotia Has Sunday Shows; Manitoba Next

Famous Players and The Odeon Theatres (Canada) Ltd., Canada's two top circuits, began Sunday showings in all their theatres in Halifax on June 7, following revision of the Lord's Day Act by the Nova Scotia Legislature for effect June 1.

Admission to entertainment and sports is permissable after 2 p.m. on Sundays.

Winnipeg legislation also became effective June 1 but openings are being delayed by union negotiations.

Short Throws

JULY 26 has been set by the Winnipeg Branch as the date for the Canadian Picture Pioneers' 19th Annual Motion Picture Employees Picnic. Scene of this year's activities will be Selkirk Park, Rotary Lake, Selkirk. As usual, proceeds will go to the CPP Trust Fund.

NOTES: Songs of Sunny Italy, a Toronto program used frequently by film companies and theatres, has moved from CHBC Niagara Falls to CKFH Toronto and will now have Sturday programming as well as on Sunday. The program, operated by Steve and Frank Carenza, is aimed at Toronto's large Italian Community, which has a high percentage of theatregoers. Steve Carenza was a Famous Players' employee at one time . . . **Ed J. Fisher** has been appointed studio publicity manager for Paramount, it was announced by Bob Goodfried, studio publicity director. Fisher replaces Mac St. Johns, who resigned to succeed Don Carle

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Loew's London To Become 20th Century Operation

Loew's Theatre, London, 1,742-seater that is the largest cinema in that Western Ontario city, has been purchased by United Century Theatres, a company owned jointly by Famous Players and 20th Century Theatres. It will go to 20th Century Theatres, which will operate it, on June 29 and plans for extensive alterations are being seriously considered. Twentieth Century operates three cinemas in the London area — the Victoria, the Centre and the 401 Drive-in.

The theatre was owned by Dundas Amusements Ltd., a Loew's subsidiary.

Weltner Named Para President

Immigration, which has been of great value in helping the motion picture theatre resist the adverse effects of television and other competition, will be accelerated in Ontario, Premier John Robarts told a recent luncheon meeting of the Canadian Chamber of Commerce in Great Britain. Ontario, which faces a serious shortage of skilled workers, will increase its efforts to attract Britons. Ontario provides about 45 per cent of the national theatre gross. Canada got 17,546 immigrants in the first three months of 1964.

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EIGHT FROM UA

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the current rage of France, starring Jean-Paul Belmondo.

During July UA will be represented by Charles K. Feldman's The 7th Dawn, starring William Holden, Susannah York and Capucine, and the Mirisch Corporation's A Shot in the Dark, starring Peter Sellers and Elke Sommer. Lopert will have Woodfall Production's newest British box-office smash, Girl With Green Eyes, starring Peter Finch and Rita Tushingham.

August will see the eagerly awaited screen debut of The Beatles, the internationally popular musical quartet, in A Hard Day's Night. The same month Lopert will initiate the release of Roger Vadim's Chateau en Suede, starring Monica Vitti, Jean-Claude Brialy and Curt Jurgens. The Beatles film will premiere in Toronto in four theatres on Aug. 10.

Calgary Drive-in Opened

Southwood Drive-in Ltd., of which the principals are Mike Zahorchak, Jerry Solway, Curly Posen and Dan Monson, opened its 1,100-car Corral Drive-in in Calgary last week. At the corner of 114th Ave. SW and the Macleod Trail, the new ozoner is only a block away from the Chinook Shopping Centre.

CRITICAL APPROACH

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television allied, if not entirely identical.

There are seven papers in No. 42 and an appendix section with seven parts. Appendix VI, *The International Centre of Films (Cinema & Television) for Children*, gives Canada's affiliate centre as the Canadian Centre of Films for Children, 1762 Carling Ave., Ottawa 13, with Mrs. G. Hewson as president and Roy Little as executive secretary.

Appendix VII, *List of Materials for Education*, includes *Let's Talk About Films*, a National Film Board production made in 1953. This 18-minute black-and-white 16 mm. film is described as "An approach to film discussion, showing some of the problems encountered and how they may be overcome."

As defined by Raymond Williams in Chapter V, *The Methods of Screen Education*, the purpose is not "teaching films and television to children" but "teaching children, in relation to the screen."

Features A-Plenty

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unit in a different section. America's leading showman has increased his Paramount activities, as well as those of his own company, Embassy.

Levine films for IFD release in Canada are Zulu, which Paramount is distributing in the USA; The Empty Canvas, Contempt, The Ape Woman, Three Penny Opera, Only One New York, The Talking Bear, Light Fantastic, Crazy Desire, 8½, The Conjungal Bed and Yesterday, Today and Tomorrow. Some have opened their early engagements and 8½ is now in popular release.

Films not yet assigned by Levine are A House Is Not a Home, The Archangels, Il Successo, Let's Talk About Women and The Easy Life.

Paramount will release Levine's Where Love Has Gone, also from a novel by Harold Robbins, who wrote The Carpetbaggers, a best-seller. Edward Dmytryk will direct. Marriage — Italian Style, starring Sophia Loren and Marcello Mastroianni, is being directed in Rome by Vittorio De Sica and will be a Christmas release. It has not yet been assigned.

Levine announced the following 15 properties scheduled to go into production. Based on best-selling novels and original scripts, they include Nevada Smith, based on the cowboy character in The Carpetbaggers, from a John Michael Hayes script; Imperial Woman, from the Pearl S. Buck novel; Sands of Kalahari, from the novel by William Mulvihill; The Idol, an original story by Ugo Liberatore; Isabel and Burton, an original by John Michael Hayes; The War Horses, a Jay Weston original screen treatment; Will Adams, based on an original by Dalton Trumbo; The Adventurers, from Harold Robbins' forthcoming novel.

Also The Minister and the Choir Singer, based on the best-selling book by William M. Kunstler; Tropic of Cancer, from the famous Henry Miller book; The Earth Shook—The Sky Burned, a Niven Busch original; The Oscar, from the Richard Sale novel; The Tramplers, based on Will Cook's novel, Guns of North Texas; Casanova, an original screenplay by Aginore Incrocci and Furio Scarpelli; and Where the Lion Feeds, a popular international novel by Wm. A. Smith.

WELTNER WELCOMED; BALABAN PRAISED

George Weltner became chief executive officer as well as president of Paramount Pictures Corp. when he succeeded Barney Balaban, who moved to chairman of the board, replacing Adolph Zukor, a founder and former president, who was designated chairman emeritus.

"Paramount is fortunate to have a man of Mr. Weltner's stature and abilities as its president," said a statement from the board of directors. "He has dedicated his entire career to the corporation, developing over the years a knowledge and awareness of the motion picture industry and conditions within it that are uniquely valuable to an executive in his position."

The statement credited Weltner with recruiting many of the world's leading producers for Paramount. "We are confident that, as president, he will guide the corporation to continued success and prosperity."

Barney Balaban's long-time leadership, beginning with his work in helping Paramount come out of the critical state it was in when he became president, was praised by the directors. "He has dedicated every waking hour to building Paramount into a financially secure and respected company in the entertainment industry."

Zukor, now in his 90's, also came in for praise. "We could never begin to describe the contributions he has made through more than a half a century to Paramount and to the motion picture industry."

In Toronto R. W. Bolstad, president of Famous Players, a Paramount subsidiary, echoed the sentiments expressed by the parent firm's directors, saying that the Canadian board felt as he did.

NINE 'CRUSOE' CASH PRIZES VIA PARA

Paramount Film Service is offering a $250 first prize, a $150 second prize and a $100 third prize in each of three categories in an exhibitor incentive contest for Robinson Crusoe on Mars. The entrant is required to submit a simple documented form about exploitation and publicity measures carried out. A campaign book is not required but photos, tearsheets and details of street ballys, contests, parades, tie-ins and lobby and front activities should be sent in.

The categories are: A—exhibitors in cities with the population under 100,000, B—from 100,000 to 250,000, and C—over 250,000. The category in which the campaign is submitted should be stated.

Entries should be sent to "Robinson Crusoe on Mars" Contest Editor, Paramount Pictures Exploitation Dept., 1501 Broadway, New York, NY. 10036.

News Clips

The Capitol, Kincardine, Ont., called the Bluewater at one time and closed by a $50,000 fire in February, has been sold by Tony Greco to Gilbert Cross, who will reopen it . . . Bishop R. H. Mueller of Indianapolis, speaking before the Ontario Conference of Evangelical United Brethren Churches in Kitchener, attacked films and television for what he claims is their role in the decline of morality. "The exultation of certain movie and television personalities out of all proportion to their worth" was a factor . . . Michael Spencer, director of planning for the National Film Board, speaking at the three-day meeting in Charlottetown of the Canadian Centenary Council, said that the most important aspect of the NFB's contributions to the 1967 centennial would be a series of films on Canadian history.

A committee of the Canadian Medical Association, established at the annual meeting in Toronto of the Ontario Medical Association, will seek a ban on smoking on camera by TV performers except during commercials. The aim is to keep the performers from smoking in the sight of impressionable children . . . New York's Chinatown has a new cinema, the Pagoda, opened by a Chinese group. The theatre, which seats 492 and will play films imported from Hong Kong and Formosa, is the fourth of its kind in the area. It has a 14'x28' CinemaScope screen and has many Chinese elements in its decor . . . The Macfadden-Teleglobe pay-TV project in Denver, talked up over the past few years, has been dropped. Denver's Channel 2, tired of the delay through lack of financing by M-T, backed out.

The film library of the Museum of Modern Art in New York has reopened along with the rest of the building, which was closed by a fire that made reburbishing and some rebuilding necessary. The 480-seat downstairs auditorium, the favorite stopping-place of fans and others interested in movies from all parts of the world, reopened with a series by the late Japanese director, Yasujiro Ozu. The private projection room now has CinemaScope and Vista-Vision equipment and the archives house 3,000 titles with 12,000,000 feet of film. Some of the films date back to 1894 and all must be duplicated in an expensive process that keeps them from the usual deterioration . . . Eight ushers of the Odeon, Edmonton, had to leave their jobs because Tom Jones, given a Restricted tag, could not be shown to anyone under 18 years of age.

NFB SHORTS

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for booking. One filmstrip, Timber City, in the Canadian City Series and containing 43 frames in color, is also on the release program.

Making up the Mental Health series, which has films with running times varying from 20½ to 40 minutes, are Back Into the Sun, Borderline, Breakdown, To Serve the Mind, The Feeling of Hostility, the Feeling of Rejection, Feelings of Depression, Over-Dependency, Shyness, Monkey on the Back, Profile of a Problem Drinker and Eternal Children. They were all produced with the help of medical authorities and are aimed at furthering public understanding of the nature and cause of mental illness and personality maladjustments.

The Kids series has two sections — Ages and Stages and Adolescence — and running times are from 14 minutes to 29½ minutes. Subjects are He Acts His Age, The Terrible Twos and Trusting Threes, The Frustrating Fours and Fascinating Fives, From Sociable Six to Noisy Nine, From Ten to Twelve, The Teens, Howard, Joe and Roxy, Who Is Sylvia?, The New Baby, Why Won't Tommy Eat? and Food for Freddy. The films deal with the growing child from infancy to adolescence.

The five color shorts, with their running time in brackets, are The Rink (10 minutes), in 16 and 35 mm. and dealing with a visit to a typical Canadian open-air skating rink; Gone Curling (10 minutes), in 16 and 35 mm. and also in black and white, deals with the sport of curling in Eston, Sask.; Goose Hunt (13 minutes), in 16 mm., is about hunting wild geese and is a Saskatchewan Government film; New Brunswick Summer (14 minutes), in 16 mm. and made by Crawley Films Ltd. for the Province of New Brunswick, deals with a tour of the Maritime province; and Pioneer Village at Black Creek (27 minutes), in 16 mm. and edited and recorded by Crawley Films for the Metropolitan Toronto and Region Conservation Authority, has as its theme a pioneer village of 100 years ago just north of Toronto.

The three black and white shorts are The Peep Show (9 minutes), in 16 and 35 mm., which is a cartoon film for the very young about a little chick; Country Auction (11 minutes), in 16 mm., deals with what its title implies; and Christmas Oratorio (14 minutes), in 16 mm., is the rendition by the Montreal Bach Choir of four selections from the Christmas Oratorio by Johann Sebastian Bach.

Charles Heston In 'Warlord'

Charles Heston will star in UA's The Warlord.

ON THE SQUARE

By HYE BOSSIN

DON'T EXPECT editions of our paper for July 8 and July 15. That's our staff vacation time and this office will close on June 25 and reopen July 13 . . . **Will McLaughlin,** retired as motion picture editor of **The Ottawa Journal,** is still plugging for his favorite idea, an international film festival. At first he was for having it in Ottawa but he recently wrote to O'Keefe Centre officials suggesting that it be held there as part of the Centennial celebration . . . **The flamboyant image** of the actor is all wrong, Rod Steiger told a **Montreal Gazette** interviewer. He must have changed. When in Toronto some years ago to aid promotion of a Rank film he seemed never out of a maroon turtleneck sweater, in which he greeted the press. Maybe the corporation-lawyer look is the new thing with actors . . . **Someone from** London 'Arf-the-Bloomin'-World phoned and woke Win Barron at 6.15 a.m. of a Sunday to ask him about a producer named Haggerty, supposedly from Canada, who claims to have a picture deal with the Beatles. Win never heard of Haggerty or even knows who phoned him . . . **Enjoyed reading Here We Are Again,** a book of reminiscences by Bob Sherwood, an old circus clown, which was issued in 1926. He was in Dublin during the first visit of the Barnum show to Europe and one of his fellow-performers, noticing four imposing-looking statues above the Post Office, asked the driver of their jaunting car who they were . . . "O, thim are the twelve apostles," he answered . . . It was pointed out to him that there were only four figures . . . "Well," explained the driver, "the other eight are inside sorting the mail—you wouldn't want thim all up there at wan time."

SOMEONE ASKED Joe Louis how it feels to be fifty. "I don't know," he answered. "This is the first time I've been fifty" . . . **Next street** that will get an overhauling a la Collier St. is Gibson Ave., which is a few blocks above Bloor on Yonge, across from the Rosedale bus station and a block north of Ramsden Park. Architects, engineers, writers and others in the professions usually get together on a closed street in the heart of the city and remodel the old, roomy houses. Beats living in the distant suburbs and the kids are safer on the no-through-traffic roadways . . . **One thing** local burp editors fail to tell you in their reports are whether the particular restaurant they wrote about is open on Sundays. The NY restaurant reporters always do. And I'm tired of reading in the Show Times columns about theatres opening on Sunday at noon and finding a 2 p.m. sign when I get there . . . **Puzzling TV credit** to me is the one that names the gownmakers for panelists. OK for a show in which a performance is offered but TV suffers enough from over-commercialization now. It ought to be spared a credit for something that ought to be between a panelist and her dressmaker . . . **A producer** was enthusiastic about making **The Well of Loneliness** and his associates tried to talk him out of it. "You can't," they warned him. "The people are disliked. They're Lesbians" . . . "So what?" he answered. "We'll call them Austrians" . . . **Some dastard,** finding the door to the Central Y's Golf School unlocked, entered and put through a $50 phone call to Paris.

CONGRATULATIONS to Martin Harnick, manager of Telemedia, on his marriage to Vicki Schnier, to whom we offer our best wishes . . . **I tore out** the recent Guide to Restaurants in the Saturday amusement tab of **The Telegram.** Mighty handy—except that I don't agree that the Westbury Hotel's dining-room is middle-priced. And something would have been added to the Guide had it noted which of 52 categorized for prices, liquor and parking are open on Sundays. Again, where can you find more confusion than in the Show Times' columns on Saturday? The Film Ad Circle ought to talk this over . . . **Do you remember** when "album" meant a book of family pictures instead of a phonograph record with a group of songs? . . . **Paul Anka** will take over from Steve Lawrence while he vacations from **What Makes Sammy Run?** . . . **I must confess** that I found that much-talked-up film about Kensington Market, as shown over CFTO, a real nothing. It cried for NFB documentary skill. What's this growing enchantment with mediocre efforts just because they're Canadian? . . . **Just before** Northern Dancer failed at Belmont Max Kase, in his **NY Journal-American** column, noted: "Northern Dancer won't be the first Canadian to win the Triple Crown, if he makes it Saturday. 'Smokey' Saunders, born no' o' the border, did it as a jockey on Omaha in '35. Smokey is now a patrol judge on Midwest half-mile tracks". . . **Canada's Kennedy man,** John Kenneth Galbraith, former U.S. Ambassador to India and professor of economics at Harvard, has a book, **The Scotch,** due in August through Houghton Mifflin (Thomas Allen in Canada), which is about his early life in Elgin County, Ontario.

PIE-IN-THE-FACE

(Continued from Page 1)

sparked a controversy of national interest, had a prophetic last paragraph.

Williams wrote a high-handed, ill-tempered letter to the newspapers on the subject of film censorship and Tom Jones, which he had banned, in it referring to Toronto and New York distribution executives as "those b . . . (their favorite word)."

The Whig-Standard quoted some of his statements, opining that "These unrelated, garbled snippets reveal a mind considerably confused." It gave some of Williams' points, questioned his "general literary taste and competence" because of his use of English, and concluded with:

"The only consolation is that, if they give him enough official rope Mr. Williams will eventually find himself swinging high on his own gallows — the gallows of excruciatingly bad taste."

It could be that the controversy over Williams' actions and attitudes was a factor in the defeat of the long-time Government by the Liberals. Perhaps he feels relieved to be off the spot he created for himself, even at such a cost. In any case, it was shown that Williams was certainly out of touch with the times.

Tom Jones opened in the Odeon, Regina on June 11 as its first engagement since the ban was lifted.

Supervisor of the theatre licensing and film censorship is D. E. (Dave) Williams, for many years chief inspector of theatres, and Miss Adele MacPherson, a long-time member of the board, acts as censor. The minister who took Williams' place as head of the Department of Labor, of which the censor board is part, is the Hon. L. P. Coderre.

Cast In 'A Rage To Live'

Suzanne Pleshette, Bradford Dillman, Ben Gazzara and Bethel Leslie star in UA's A Rage to Live.

Angie Dickinson Added To Universal's 'Art Of Love'

Continuing to build up a stellar cast for his production of The Art of Love at Universal, Ross Hunter, producer, has set Angie Dickinson to star with James Garner, Dick Van Dyke and Elke Sommer in the romantic comedy. The role marks her third starring appearance since signing her long term contract with Universal, the other two having been Captain Newman and The Killers.

Carl Reiner, who produces Van Dyke's TV show and who made his bow as a feature screen writer on Hunter's The Thrill of It All, has scripted The Art of Love from an original story by Richard Allan Simmons and William Sackheim.

COMMERCIALS

(Continued from Page 1)

pleted Ryerson Polytechnical Institute in Toronto, where the events, which included a workshop, were centred. Toastmaster of the dinner was Herb Stewart of MCA, who was overall chairman of the Festival committee of the Radio and Television Executives Club, sponsor of the Festival.

Among those who accepted awards were Jean Pouliot, general manager of Famous Players' Quebec City station, CFCM-TV, and vice-president of the Canadian Association of Broadcasters. His station won the Ratec Award in the Service category for French markets over 200,000 and the TvB Rosebowl Award in the Product Category for the Best Overall French commercial, both with its Dupont High Style commercial.

CFCM-TV Hamilton took the Ratec Award in the Service category for markets over 400,000 with its commercial for the Odeon-Carlton, Toronto, engagement of It's a Mad, Mad, Mad, Mad World.

Another feature of the banquet was the presentation of the $500 bursary award provided by Cockfield, Brown & Co in memory of Alan Savage to Dr. H. H. Kerr, principal of Ryerson, by Carlyle Allison of the Board of Broadcast Governors in behalf of the broadcasting industry. In accepting what is the first of the annual bursaries Dr. Kerr emphasized the need for money by students, who borrowed from official sources to continue their education.

Wallace T. Ross, who initiated the first American TV Commercials Film Festival in 1960, presented Clios, its symbol, for Canadian TV commercials which won awards in the USA festival.

Among those at the head table were M. M. (Michael) Stevenson, general manager of Paramount Film Service and president of the Canadian Motion Picture Distributors Association; John T. Ross, head of Robert Lawrence Production (Canada) Ltd. and president of the Association of Motion Picture Producers and Laboratories of Canada; S. W. (Spence) Caldwell, president of the CTV Network; A. K. (Keith) Morrow, director of English Networks, CBC; and James Cameron, president, Local 873, IATSE.

During the workshop, held in the large auditorium, dozens of TV commercials from many countries were screened and revealed a wide range of ideas and techniques. Dr. Myron Schaeffer, musicologist of the University of Toronto, demonstrated electronic sounds that might be used effectively on TV and lectured on the subject.

J. Ross MacRae of Cockfield, Brown was chairman of the judging panel; Paul Herriott of Young & Rubicam chairman of the workshop; and Don Tucker publicity and promotion co-ordinator, who was assisted by Bob Simpson of Foote, Cone & Belding, head of the promotion and publicity committee of the Radio and Television Executives Club.

News Notes

WORLD-WIDE MGM CELEBRATION

Plans for a world-wide celebration commemorating the 40th anniversary of Metro-Goldwyn-Mayer, Inc. were finalized recently by Robert H. O'Brien, president, before leaving New York for a three-day conference attended, among others of the top production and sales personnel, by Hillis Cass, Canadian general manager.

The four-month anniversary celebration will take place during the fiscal year beginning Sept. 1 and continue through Dec. 31. Among the films to be released during that time are The Americanization of Emily, Quick, Before It Melts, The Outrage, Your Cheatin' Heart, The Young Lovers, Of Human Bondage, 36 Hours, The Yellow Rolls-Royce, Joy in the Morning and The Rounders. A special anniversary film, The Story of MGM, is to be made available for theatres and television.

All communication media will be utilized in a comprehensive publicity, promotion and exploitation campaign being created for newspapers, radio and television on the company's bright present and future prospects backed by 40 years of show business leadership.

THEROUX RE FILM ADVERTISING

Stricter control of advertising by the Quebec Board of Cinema Censors was noted recently by Gaston H. Theroux of Montreal, president and executive director of the Association of Cinema Owners of Quebec. He told ACOQ members:

"This supervision has as its object the end of the abuses by a small number of persons and also to facilitate the distribution of more mature films.

"To the general public our advertising is the mirror of our industry, revealing the character, taste and purposes of the people who exploit the cinema industry.

"Therefore it is important that we prove our sense of responsibility and it is to our advantage to use decency and good taste in our advertising in order to raise the social prestige of the cinema industry, and to win the confidence and respect of the general public."

'MIN' HABICK PASSES AT 70

Wilhelmina (Min) Habick, 70, died in Nashville, Tennessee, recently of a heart attack. She retired there about nine years ago after being part of the Canadian motion picture industry in Toronto since 1918. In that year she became the private secretary of the late N. L. Nathanson at Paramount Theatres.

She joined Mr. Nathanson two years after he opened the Regent, which was to lead to the organization of Famous Players, and she was with him up to the time of his death in 1944. When, in 1941, Mr. Nathanson resigned as president of Famous Players and, with his son Paul, activated Odeon Theatres, Miss Habick left with him.

After Mr. Nathanson's passing Miss Habick became assistant to Maynard Joiner at the Capitol, Vancouver. After returning east she managed the Grand, Galt, for 20th Century Theatres.

Miss Habick was born in Encow, Ontario. She will be remembered as a person with a lively, humorous nature.

'GOOD CANADIAN CORPORATE CITIZENS'

The recent statement of R. W. Bolstad, president of Famous Players Canadian Corp., to the annual shareholders' meeting that his is "a truly Canadian company" despite its being owned 51 per cent in the USA was echoed last week in Toronto when A. A. Cummings, president of Union Carbide of Canada Ltd. and newly-elected president of the Canadian Manufacturers Association, declared that most of the foreign-owned or foreign-controlled firms in this country are "really good Canadian corporate citizens."

Cummings, a Canadian, said he has a free hand to run Union Carbide's affairs in Canada. Statistics show that in the exporting field such companies as his do better for Canada than many Canadian-owned firms. Du Pont of Canada president Herbert H. Lank recently told the CMA annual meeting in Toronto that foreign investors had spurred Canada's growth far beyond what it could have reached alone.

Foreign investors, he declared, are sometimes scared away by "our emotional and sometimes ill-informed outcries concerning the domination of our economy by outside interests."

To Star In 'Dice Of God'

Tom Trylon and Harve Presnell will star in UA's Dice of God.

AIP's 'Godzilla Vs. The Thing'

American International Pictures has acquired distribution rights in all English-speaking countries to the Japanese-made Godzilla Vs. the Thing.

Review

YESTERDAY, TODAY AND TOMORROW

with Sophia Loren, Marcello Mastroianni, Giovanni Ridolfi.

IFD **119 Mins.**

ADULT COMEDY DRAMA WITH BAWDY, LUSTY TOUCHES. EXCITING COMBINATION OF ITALY'S "BIG THREE:" LOREN, MASTROIANNI AND DE SICA. STRONG ATTRACTION FOR THE SELECTIVE. SUPERIOR IMPORT.

A three-part romantic drama, this Joseph E. Levine-Carlo Ponti co-production is exuberant with earthy humor and pungent insight. Starring in all three episodes are Sophia Loren and Marcello Mastroianni, with Vittorio De Sica directing. In every delightful, adult sense this Embassy offering stands up as a major boxoffice import.

In Adelina Miss Loren is seen as an unkempt lass who sells blackmarket butts on the street to support her child and unemployed husband, Mastroianni. When police come to pick Miss Loren up she proudly points to her tummy. She is pregnant and Italian law says a mother-to-be cannot be jailed. To beat the police while peddling the butts Miss Loren conceives the idea of grinding out children. But the idea finally explodes on her exhausted husband.

Anna parades Miss Loren in elegance as the wife of a rich industrialist who is having a tryst with her lover, Mastroianni, a struggling writer.

In Mara, by far the most amusing and bawdy of the three, we see our Sophia as a prostitute with a heart of simple purity, who becomes torn between sex and salvation. The story runs a merry course.

De Sica, who directed for producer Ponti, has elicited performances and scenes that range from belly laughs to smiles. Both Miss Loren and Mastroianni show versatility and discipline.

In every sense, this film, with English subtitles, ranks as a superior import.

CAST: Sophia Loren, Marcello Mastroianni, Aldo Giuffre, Armando Trovajoli, Tina Pica, Giovanni Ridolfi.

CREDITS: Produced by Carlo Ponti; Directed by Vittorio De Sica; Screenplays by Alberto Moravia, Cesare Zavattini, Eduardo De Filippo; Director of photography, Giuseppe Rotunno.

DIRECTION: Deft.

PHOTOGRAPHY: Fine.

(From The Film Daily, NY)

Leslie Caron Added To Universal's 'The Favor'

Leslie Caron has been signed to star with Rock Hudson and Charles Boyer in the Universal-Lankershim co-production, The Favor. Assignment will mark the first teaming of Hudson and Miss Caron. However, the actress previously appeared with Boyer in Fanny.

The new picture marks the actress' second in a row for Universal after being absent from Hollywood for five years.

WHAM BAM! HERE COMES SAM!!

One Good Neighbor deserves another →

WHAM! BAM! HERE COMES SAM!

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"GOOD NEIGHBOR SAM"

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Screenplay by JAMES FRITZELL, EVERETT GREENBAUM and DAVID SWIFT

Based on the novel by JACK FINNEY · Produced and Directed by DAVID SWIFT · A DAVID SWIFT PRODUCTION · **COLOR**

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CASH IN ON SAM'S SLAM-BANG PLAYING TIME THIS SUMMER!

Columbia's Biggest Year!

Review

WILD AND WONDERFUL

with Tony Curtis, Christine Kaufmann. Empire-Universal (Eastman Color) 88 Mins.

FUN FOR KIDS AND ADULTS. SHOULD GO OVER VERY WELL.

Wild and Wonderful is a cute little picture geared for the family trade. Kids will love it and the story, acting and dialogue are slick enough to provide a pleasant time for their parents too.

Filmed in Eastman Color with Tony Curtis and Christine Kaufmann as the marquee names, Wild and Wonderful tells the story of an alcoholic dog named Monsieur Cognac.

The super-smart French poodle is a Parisian TV star who is frustrated in his inclinations toward whiskey and female pooches and lavishes all his attentions on Christine Kaufmann. Miss Kaufmann as the daughter of the dog's owner is herself a semi-prisoner in the mansion paid for by the dog's earnings.

Into this picture steps an American musician, Tony Curtis. The story deals with the attempts to block the romance, first by the father and uncle, and then by the dog. Not even the marriage of Miss Kaufmann and Curtis prevents the dog from instigating a fight between the newlyweds and even trying to have Curtis killed.

The whole thing is rather lively and amusing and builds to a properly frenetic ending. Filmed entirely in Hollywood, although the story is set in Paris, the film is noteworthy because of Joseph La Shelle's Eastman Color photography, the shenanigans of Monsieur Cognac and the pleasantly paced direction by Michael Anderson. Of the actors, Miss Kaufmann in particular brings a wistful quality to her role. Curtis is properly embattled, and the others are all adequate.

CAST: Tony Curtis, Christine Kaufmann, Larry Storch, Marty Ingels, Jacques Aubuchon, Jules Munshin, Marcel Hillaire, Sarah Marshall, Cliff Osmond, Marcel Dalio, Fifi D'Orsay.

CREDITS: Produced by Harold Hecht; Directed by Michael Anderson; Screenplay by Larry Markes, Michael Morris and Waldo Salt; Screen story by Richard M. Powell and Phillip Rapp; Based on a story by Dorothy Crider; Photography by Joseph LaShelle, ASC.

DIRECTION: Good.

PHOTOGRAPHY: Good.

(From The Film Daily, NY)

Columbia's 'The Ipcress File'

Michael Caine will star in Columbia's The Ipcress File, to be shot in England.

'Erasmus With Freckles'

James Stewart stars in 20th-Fox' Erasmus With Freckles, which Henry Koster is producing and directing. Four days of filming have been completed in Paris on the film and the balance is being shot in Hollywood.

Short Throws

(Continued from Page 1)

Gillette as editor of The Hollywood Reporter. The new Paramount man left Universal, where he was national newspaper publicity rep, to take the post and will report on June 15 . . . **Minnesota Mining** & Manufacturing Co., which handles photographic products, is buying Ferrania S.P.A. of Milan, Italy, one of Europe's leading photo supply firms, for $50,000,000, it was announced by Bert S. Cross, president. Ferrania stockholders will get 3M stock in exchange. Ferrania, which used to be represented by Soper & O'Hearn of Ottawa, has a sales office in Toronto headed by V. E. Gruodis . . . **Enterprise** Films Ltd., Toronto, has been incorporated in Ontario to produce and deal in motion picture and television films . . . **"We do not** think of ourselves as censors but as a board of classification," O. J. Silverthorne, director of the Board of Film Censors (Ontario), told Robin Green of **The Globe and Mail,** Toronto . . . **Graeme Ferguson,** Canadian director, has prepared a five-minute pilot for the feature, **Harry's Car,** which Amalgafilms, a new company, will make in Toronto if he can induce financing in New York or elsewhere. A novel idea.

CENSORSHIP of films isn't necessary, said J. B. Barron, Calgary theatre owner, recently. The Criminal Code covers it. "If I show a motion picture in one of my theatres that is absolutely pornographic, I have to answer to the Criminal Code," he said. "I don't believe we need any provincial censor, because this section covers obscenity in the arts quite adequately."

MATTHEW M. FOX, 53, one of the motion picture industry's most dynamic executives, died recently in New York of a heart attack. He created the first major film library for television when he acquired the RKO backlog. In 1954 he took over the Skiatron pay-as-you-see TV system. He had been board chairman of United World Films, had been associated with the Skouras theatre chain in various capacities and at the time of his death was president of Motion Pictures for Television, Inc. and board chairman at TV Productions, the programming division of Subscription Television, Inc. Mr. Fox, who had begun his business life as a theatre usher and doorman, was known for the economic advice he gave the Government of Indonesia. Surviving are his wife, Yolande, and his sister, Vera, who was married to Nate J. Blumberg, former president of Universal and RKO.

TURBULENT is the word for the French-language newspaper publishing field right now. La Presse, Canada's largest French-language daily, has suspended publication because its printers are on strike and other union employees won't cross the picket line. La Dimanche Matin, a weekly, planned to go daily but dropped the idea when it was suggested that it would aid in breaking the strike. Le Petit Journal and Photo Journal, French weeklies, have been purchased by a Montreal financier, Jean-Louis Levesque. In Toronto Albert G. Gellman has purchased Liberty Magazine, which was due to suspend publication, from Percy R. Bishop, who retained 25 per cent of Fengate, the company which published the periodical. Among the changes planned is a four-part section, Pulse, which will deal with current affairs.

CIVIL suit for $100,000, brought by the Montreal Alouette Football Club against Glen Warren Productions, was dismissed last week without costs by the Supreme Court of Ontario. Ted Workman, Alouette president, claimed in his petition that he had arranged to show the final three games of the 1963 Eastern Football Conference in a Montreal theatre over closed-circuit TV but was refused permission by Warren Productions, owners of TV rights for all the clubs in the Conference. Warren Productions refused on the grounds that the contract did not allow expansion into theatres in this case.

ADDITIONS to the Adult Entertainment list of the Ontario Board of Censors include WB's America America, Cine Europa Films' Gli Artigli Invisible del Dr. Mabuse and Via Mala, Fox' Shock Treatment, IFD's Purple Noon and Winter Light, Empire-Universal's Torna a Septembre, and Columbia's The Victors. Classified as Restricted were Seven Arts' Ritual of Love and Columbia's Senilita.

USA FILM unions are asking the government to pass a bill that would require each picture made outside the country to carry identification of the land in which it was made. This is a move toward stopping runaway production. The Motion Picture Association of America is opposed to it. The agitation is from the coast and there is some question of whether the top leadership of the unions will support this without reservation. Canada comes into question. Do the unions consider Canada a foreign country whose films should also be labelled? Canadian film unions are affiliated with the USA ones and they have been among those trying to stimulate production in this country. Their employment could be affected adversely.

GEORGE WELTNER

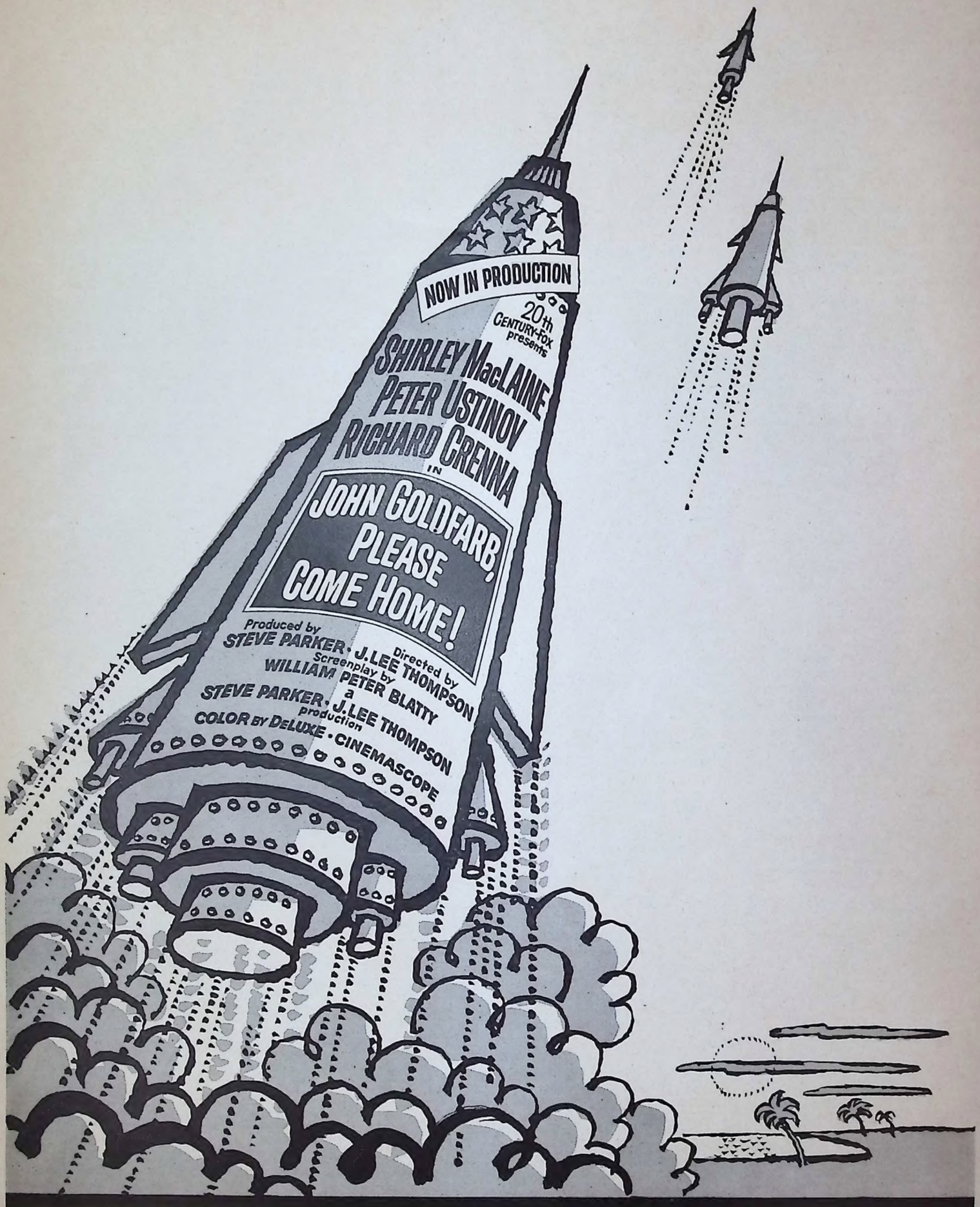
President of Paramount Pictures Corporation as successor to its long-time president, Barney Balaban, who became chairman of the board.

CANADA will have 40 or 50 new theatres, auditoriums and cultural centres as a result of the centennial celebration, John Fisher, commissioner, said to a meeting of representatives of provincial governments, architects, theatre managers, producers and impresarios in Ottawa recently. "You will be standing on your own two feet in maintenance and use of the new structures," he told them.

G. R. MILLER, Wynyard theatre owner and a past president of the Saskatchewan Motion Picture Exhibitors Association who died recently, was a leading figure in his community. His funeral was attended by Shriners, Masons, Legion members and Legion Auxiliary members. He was active in the Chamber of Commerce, the Lions' Club, the Town Council and the Wynyard Public Library Board. He had been treasurer of the Wynyard United Church for 14 years up to his passing, had been chairman of the School Board and mayor from 1937-40. As Saskatchewan delegate to the annual motion picture industry meetings in Toronto he had made many friends and was highly regarded.

CORONA Productions of Edmonton recently screened The Naked Flame, a feature made in the West by Larry Matanski in which Dennis O'Keefe stars. Matanski made Wings of Chance, distributed by Empire-Universal in Canada and by Universal Pictures elsewhere, two years ago.

Another one blasting off...and on its way from 20th!



and already on their way to orbit — **"Fate Is The Hunter"** and **"Goodbye, Charlie!"**